

A Strategic Communication Plan

Why do we need a Strategic Communication “Plan”

- To affect the change that we want to create.
- To focus on the key elements that we want to change.
- To prevent unwanted surprises
- To let people know what we are doing and intend to do.
- To help keep communication clear and focused.
- To create opportunity for feedback.
- To jumpstart the behavioral change process.
- To persuade people to take action and events.
- To offset demoralizing actions.
- To address rumors.
- To clarify objective and plans.
- To provide instructional information that explains what to do and how to do it.
- To provide contextual information that shows the big picture.
- To provide motivational information which will address staff willingness to act.
- To stimulate questions and comments.

Tips to consider in designing a communication plan

- Who is the target audience?
- It should function two ways so that information can easily be passed up and passed down.
- Begin the process early.

- Acknowledge/address significant milestones in the VENA implementation process.
- Sharing the state plan for VENA implementation (allow for at least 30 day viewing)
- Incorporate on going VENA implementation activities.
- Provide detailed activity time line to be used as marketing tool for group presentation, discussion starters, staff meetings, etc.
- Use to gather opinions before change.
- Use plain language that every level of staff will understand.
- To explain how change will affect staff at all levels.
- Use to answer immediate concerns.
- Solicit ideas for implementing VENA.
- Used to advertise time lines for change.
- Recognize and celebrate successes after steps have been taken

Vehicles

- Newsletter
- E-mail
- Focus groups
- Conference Calls
- Phone calls
- Work groups
- Conferences/seminars
- Photographs
- *Face-to-face meetings
- Continuing education trainings

*The preferred and most effective form of communication.